



NEWS RELEASE

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Bella Gemma Jewelry Uses SCORE Assistance For Business Start Up

Santa Ana, CA – Emma Tiebens has been fascinated with jewelry since childhood and started designing it while working as a flight attendant in 1995. In 2004, after her first child was born she decided to leave the airlines and become a home-based business owner to pursue her passion of creating jewelry for clients. “I conceptualized the business in April 2004, secured a domain name, obtained licenses and permits, and sourced suppliers”, she said. “I also worked with a graphics and web developer, and attended gem and jewelry shows”. “We opened Bella Gemma Jewelry to provide hand-crafted fashion, bridal, vintage and fine jewelry at all price levels. We also feature a “Lucky Gemstones” bracelet collection”. Bella Gemma Jewelry also has a complimentary custom design service and only uses natural gemstones and diamonds that have not been treated, heated or dyed.

Tiebens also met with volunteer counselors from SCORE “Counselors to America’s Small Business” in Orange County, who advised her on the development of her business plan and suggested she join networking groups such as the National Latina Business Women Association and the Gemological Institute of America. She began marketing herself on her website www.bellagemma.com, through newsletters and networking groups. She advertised in selected newspapers and magazines as well. In hindsight, she says “I should have sought out a business consultant from the very beginning as it may have minimized business growth pains”.

SCORE is partially funded by the U.S. Small Business Administration to assist prospective and current business owners fulfill their dreams of starting and building successful businesses. SCORE volunteer counselors provide free, confidential counseling and low-cost workshops on business-related subjects. For more information about Orange County SCORE, make an appointment to see a SCORE counselor or to explore volunteer opportunities contact SCORE at (714) 550-7369 or visit their website at www.score114.org. For information on SBA’s programs and services contact the Santa Ana District Office at (714) 550-7420 or visit their website at www.sba.gov/ca/santa .

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